



International Business Certificate Program 2008

V i r g i n i a C o m m o n w e a l t h U n i v e r s i t y

<http://www.bus.vcu.edu/international/>

Affiliate* Registration Form

The VCU School of Business and Richmond-based co-sponsoring organizations are pleased to offer the 11th Annual International Business Certificate Program, beginning **September 3rd 2008 and ending November 19th 2008** (when VCU International Business Certificates will be awarded).

The Program

The International Business Certificate Program (IBCP) – 2008 gives participants a practical, broad-based view of what it takes to be successful in international business, focusing on getting a product financed, transported, marketed, sold and paid for in the global business arena. Each session will present in-depth coverage of a specific topic, presented and taught by the course leaders and area experts – recognized leaders in the greater Richmond international business community.

Program Leaders: Dr. Van R. Wood (Ph. D) and George L. Hiller, (J.D.)

The VCU School of Business faculty member Dr. Van R. Wood, Philip Morris Chair in International Business and Professor of Marketing and Business Law, along with George L. Hiller, J.D., Adjunct Assistant Professor in International Business and former International Trade Manager for the Virginia Economic Development Partnership will coordinate the program. Class participants will be provided with resource materials, directories, and documents related to each session's topic.

Upon completion of this program, participants will be able to:

- understand the meaning and importance of “globalization”
- know the service providers necessary for doing successful international business
- manage import/export operations more confidently
- locate the best markets for products and services around the world
- negotiate successful international sales, and financial terms
- understand legal, financial, cultural and issues critical to successful international business

Program Specifics

The IBC Program will take place over twelve weeks from September 3rd 2008 to November 19th 2008. Participants will meet Wednesday evenings from 6:00 p.m. – 9:00 p.m. Sessions will be held at various locations throughout the community. The program meets for seminars each week for thirteen weeks at sites such as the Port of Richmond, Virginia Economic Development Partnership, Universal Corporation, Philip Morris USA, BB & T, Troutman Sanders LLP, Virginia Commonwealth University and many others.

Participants will receive the International Business Certificate from VCU upon successful completion of the program at the closing reception. Course requirements include reading assignments and the development of an international marketing plan or other comprehensive class projects. The registration fee for the program is \$1,500 per individual, which includes all course materials, readings and other materials distributed during class*. Class size is limited to 40, and participants are selected such that a class network of business owners, entrepreneurs, managers, executives and advanced students is created.

*Affiliate Grant Policy Requirements

Participants that are affiliated with a listed IBC Program sponsor will receive a \$500 grant towards their individual registration, if registered by August 22nd 2008 (fee due for the program would then be \$1,000).

For further information regarding the IBC Program, please contact Dr. Van R. Wood, Virginia Commonwealth University, Snead Hall, 301 W Main St., Box 844000, Richmond, VA 23284, (O) 804.828.1746, e-mail: vrwood@vcu.edu.



Program Curriculum - The 13-week program curriculum includes the following sessions:

- **Globalization: What Does It Mean for You and Your Company?**
- **Strategy and Management in the International Business Arena: Doing the Right Thing and Doing Things Right**
- **Global Marketing Research: How to Find Out What You Don't Know About International Markets**
- **Exporting and Importing: Assessing Readiness, Identifying Potential Markets and Sources of Supply**
- **Global Marketing of Services: Using Your Education in World Markets**
- **How Can the State and Federal Government Help: Programs to Get You Started**
- **International Legal, Banking and Insurance Issues**
- **Want To Be An International Entrepreneur?: Here's How**

List of IBC Program Affiliates

Chesterfield County Department of Economic
Development

City of Richmond Office of Economic
Development/Office of Minority Business
Enterprise

Greater Richmond Chamber of Commerce

Greater Richmond Partnership

Greater Richmond Technology Council

Hanover County Department of Economic
Development

Henrico County Economic Development Authority

Port of Richmond

Society of International Business Fellows

US Department of Commerce-Virginia Export
Assistance Center

Virginia Asian Chamber of Commerce

Virginia Department of Agriculture & Consumer
Services

Virginia Department of Business Assistance

Virginia Economic Development Partnership

Virginia Hispanic Chamber of Commerce

Virginia International Business Council (formerly
REIC)

World Affairs Council of Greater Richmond

Affiliate* Registration Form – VCU IBCP - 2008

Name _____

Home address _____

City _____ State _____ Zip _____

Day phone (____) _____

Evening phone (____) _____

Business/organization _____

Your Title _____

E-mail address _____

Affiliation* _____

Payment Enclosed: \$ _____

☐ check enclosed made payable to VCU – Foundation

☐ credit card

Credit card number: _____

Expiration date: _____

Cardholder's Name: _____

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Cardholder's signature _____

A space in the program will be reserved upon pre-approval by the program leaders and receipt of your registration fee. Applicants are requested to add a short biography or resume to their application. Class size is limited to 40. **Once the program reaches full registration no additional individuals will be accepted (given the popularity of the program, timely registration is highly recommended).**

Please return this registration form and the fee of \$1,500 to (if registered by August 22nd 2008 and if the application meets the Affiliate Grant Policy Requirements, Registration Fee is \$1,000):

Dr. Van Wood, Virginia Commonwealth University, Snead Hall, 301 W Main St., Box 844000, Richmond, VA 23284 or Phone: (804) 828-1746

